

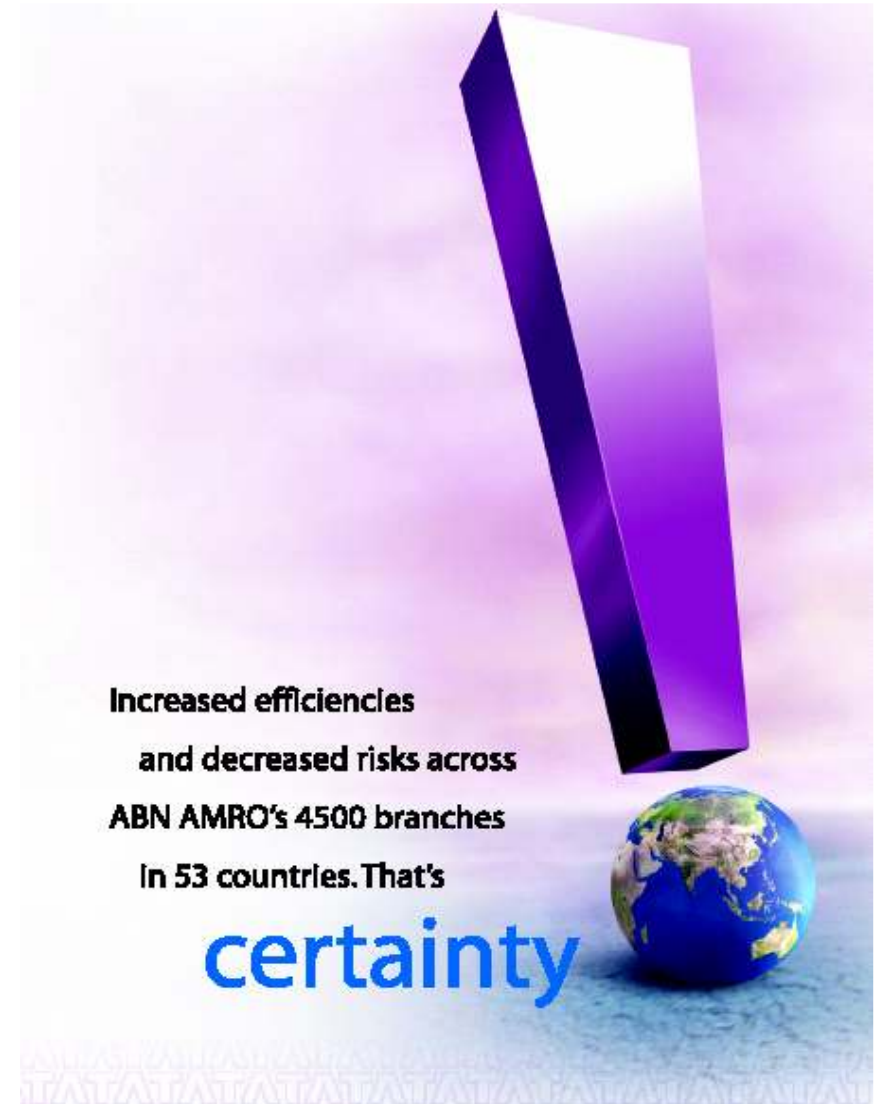
# Cross Cultural Cooperation – Global Delivery Experience A Discussion

# To Work Well, Work Together



# Key Themes

- Introduction
- TCS Vision
- Offshoring – Global Delivery



# TCS has pioneered the IT revolution in India and has delivered solutions to customers globally...

## TATA Group

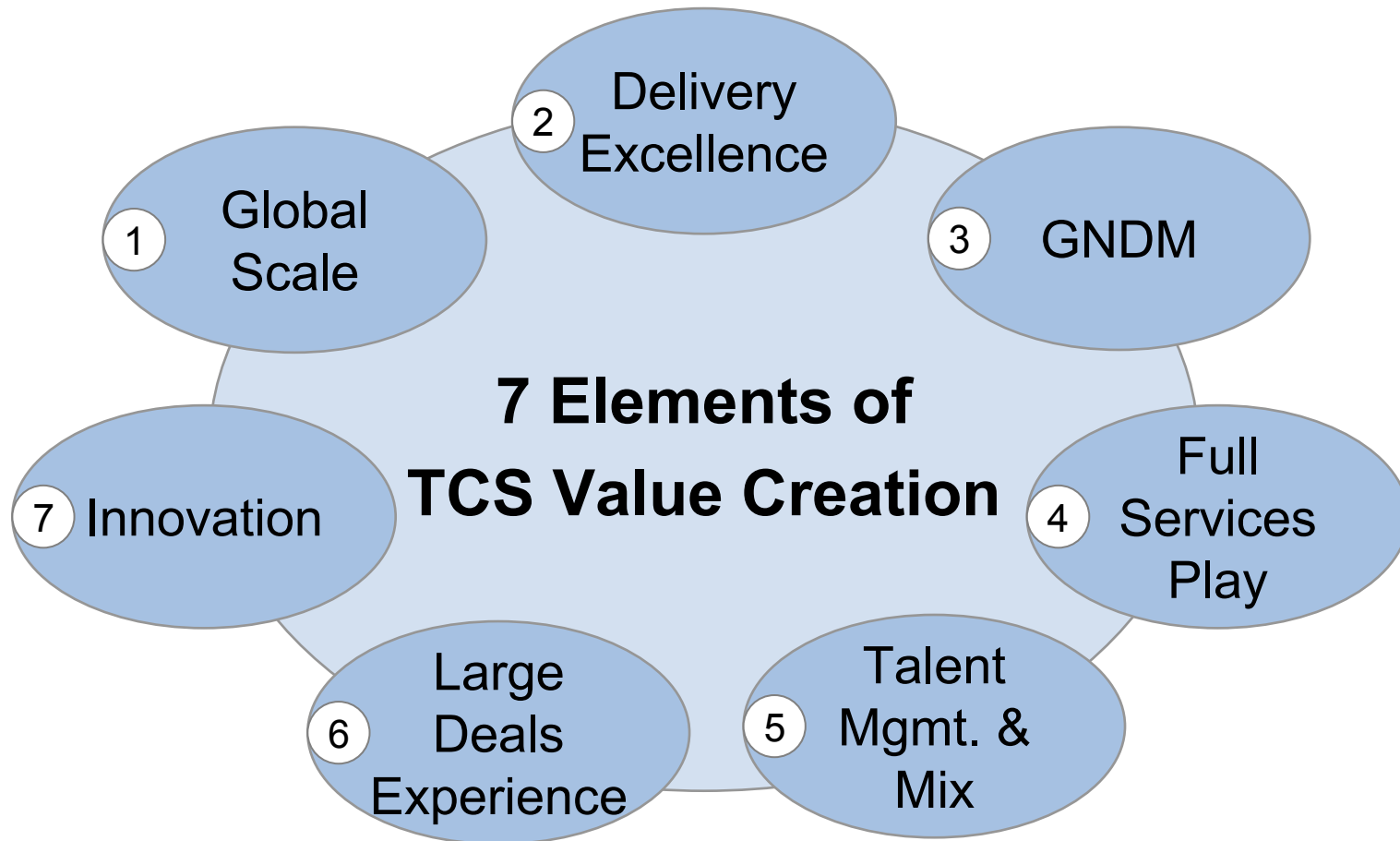


- Founded in 1868: Largest and most Trusted Business House
- Group revenues - USD 35+ Billion, 30% of Net Profits invested in CSR initiatives
- Over 300,000 Employees and 2+ Million Shareholders, Contributes to 2.4% of GDP and 7% of Exports

## TCS

- Founded in 1968. Industry Leadership position
- Global operations with 150+ offices in over 40 countries
- Changing and Learning Organization integrating a multi-national work force
- 100'000+ Professionals with a 'CAN DO' attitude
- Investments in Quality, Training, Industry Solutions and R&D as competitive strategy
- IEEE, ISO 9001, CMM to Six Sigma driven process improvement focus
- CoE based business model for Technology, Domain and Relationships
- Alliances with leaders in the industry
- Listening, Learning and Sharing approach to value creation

# TCS Vision : Global Top 10 by 2010



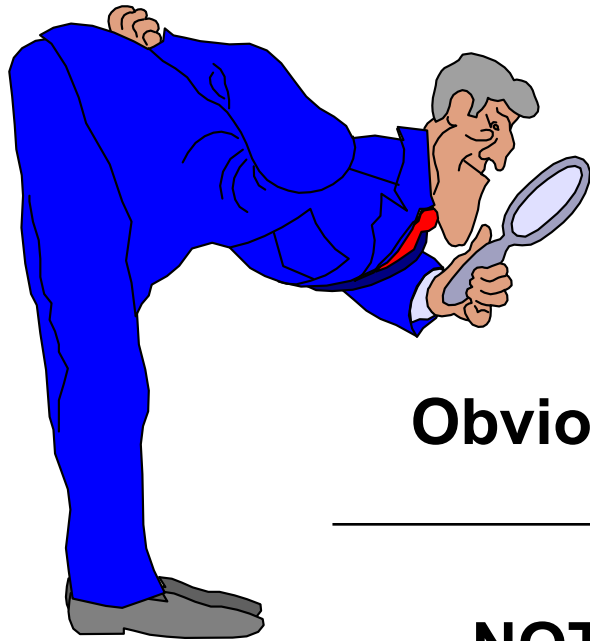
**Consider this...**





# India – A Secular Society





**Obvious**

**NOT  
Obvious**

**Language  
Dress  
Customs  
Food**

**Approach to**

**Work  
Priorities in life  
Time  
Problem solving  
Improvement  
Process  
Communication  
Assertiveness  
Privacy**

**“Culture is a software of the mind”**



## A few observations...

Indian	Dutch
Its wrong to say "No"	Be direct and open on what can be done and by when
We start work and planning can follow. Working hard is well perceived	Plan first, get collective buy-in and work thereon.
80% is not Dutch language speaking?	90% of the Dutch prefer Dutch although they can communicate in English.
Pick up your own coffee when you need one	Ask your team on what you should get them to drink before you walk to pick up your drink
Usual trend to go out in groups on their own	Dutch are open and curious and don't mind if we join them for a drink or for lunch or an evening bite.



# Lets Appreciate:

## Basic cross-cultural competencies:

**Subjective Culture:** To better understand oneself

**Cultural Literacy:** To better understand others

- Values, Beliefs and Cultural Sense
- Values, beliefs and cultural sense support and motivate our words and actions. We can easily observe

**Cultural Bridge:** To live and work together more productively and enjoyably



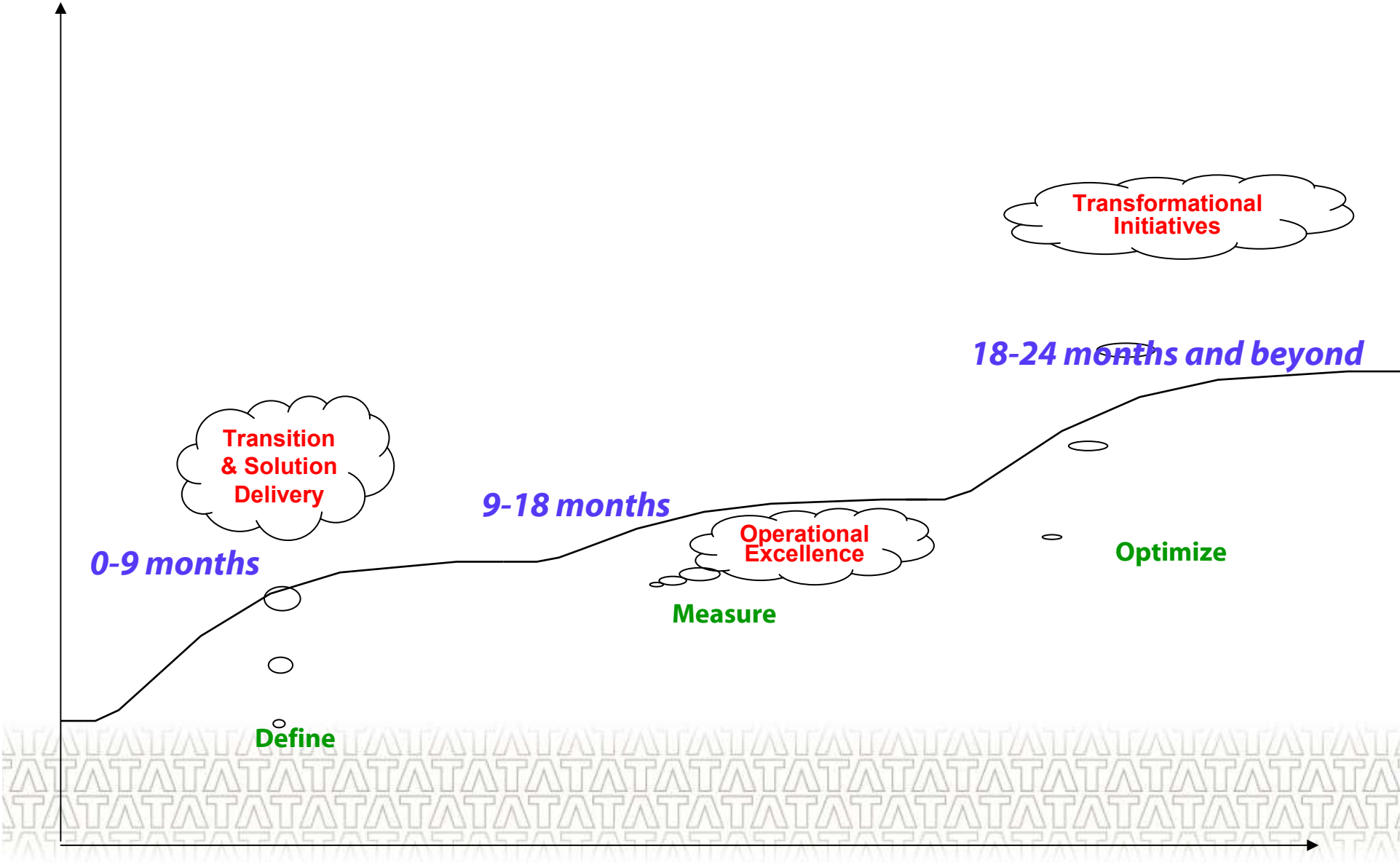
## Some questions...

- ❑ What are the drivers and objectives of global delivery?
- ❑ What to offshore? Is there a proven tool/framework?
- ❑ How to approach global delivery?
- ❑ What are the challenges, if any?
- ❑ Are we successful with off shoring/global delivery?
- ❑ ...

### TCS' Experience Sharing

**Evolving IT from “Running the Business” to “Changing the Business”**

# Case Study



# Key imperatives for Success

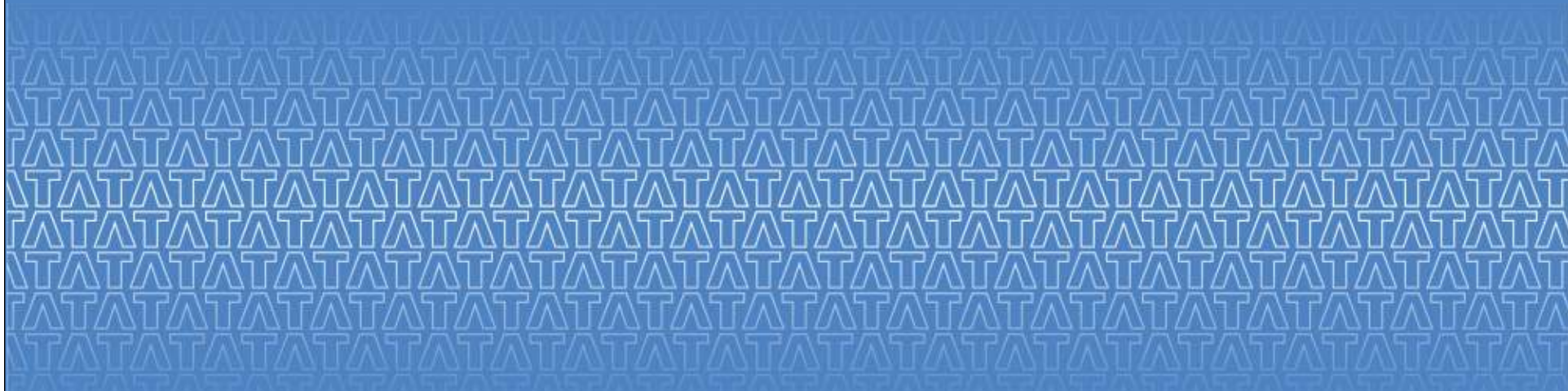
**Innovation**

**Talent Management**

**Services Spread**

**Delivery Excellence**

**Evolving IT from “Running the Business” to “Changing the Business”**



**Thank You**